



GOVERNMENT OF KERALA
Abstract

Tourism Department – Marketing – Kerala Tourism Digital contest "**War of Couples**"–
Administrative Sanction accorded-Orders issued.

TOURISM (B) DEPARTMENT

G.O.(Rt) No.319/2016/TSM

Dated, Thiruvananthapuram 07.10.2016

Read : 1. Letter No: M3-11179/2016 dated 12.08.2016 from Director, Tourism
2. Minutes of the Working Group meeting held on 20.08.2016.

ORDER

The Director of Tourism as per his letter read as 1st paper above has submitted a proposal to launch the Kerala Tourism Digital contest "**War of Couples**" as a marketing initiative by making use of the social media properties of the Department of Tourism. The War of Couple contest is envisaged as an activity that leverages Kerala's unique tourism hotspots and activities to position itself as a romantic honeymoon getaway among couples.

2. As part of the campaign couples are invited from the Unites States, United Kingdom, Germany, France, Australia and Canada to take part. Couples create their profiles on the microsite and submit video entries as to why they want to be in Kerala and why it need to be selected. Twenty five couples will be shortlisted through various tasks online such as Dubmash kind of video having classic Malayalam movie dialogues, Encanting Kathakali navarasa expressions, Preparation of Kerala dishes etc and get others to vote for them. Social media amplification will be done at every stage of the contest.

3. The estimates for the programme submitted by the Director of tourism are given below;

No	Item	Amount (In Rs)
1	Media spends(for USA,UK,Germany,France,Australia and Canada; 1 month)	30,00,000
2	Design and development of microsite(Fully integrated with social media)	4,94,000
3	Campaign management fee(for 3months: end-to-end creative and media strategy, Planning & blue print, implementation, management and coordination, analytics, reporting etc.)	7,50,000
4	Video documentation of winners' tours (Inclusive of remuneration of crew, travel and hospitality, equipment hire and misc expenses)	5,25,000

	Total	47,69,000 Plus taxes
8	Food, accommodation, air fare, local transportation, activities like boating, village life experiences, cultural programmes, guide fee, entry fee, souvenirs, parking and miscellaneous expenses for two winning couples (To be met by Department of Tourism at actuals)	15,00,000
	Total (Grand Total)	62,69,000 Plus taxes

4. The Departmental Working Group held on 20-08-2016 considered the proposal and approved it limiting the expenditure to Rs.50,00,000(Rupees Fifty Lakhs only) plus Service tax. Government considered the proposal in detail

5. In the circumstances explained above, Government are pleased to accord Administrative Sanction for the **"Kerala Tourism Digital contest War of Couples"** at an estimated cost of Rs.50,00,000/- (Rupees Fifty Lakhs only) plus Service tax, subject to the condition that expenditure shall be met from the budget provision for the financial year 2016-17. All the procedural and codal formalities and the conditions stipulated in GO(P) No.408/07/Fin dated 07.09.2007, G.O.(P) No.311/14/Fin dated 30.07.2014 and G.O.(P) No.11/15/Fin dated 08.01.2015 should be followed strictly in implementing the project. The expenditure in this regard will be met from the provision under the Head of Account 3452-80-104-98-34 marketing (plan)

By Order of Governor,

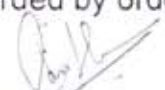
K.SUNILKUMAR

UNDER SECRETARY

To

The Director, Department of Tourism, Park view, Thiruvananthapuram
The Principal Accountant General (A&E) Kerala, Thiruvananthapuram
The Accountant General (E & RSA) Kerala, Thiruvananthapuram
The Sub Treasury Officer, Sub Treasury Vellayambalam, Thiruvananthapuram
Tourism (A) Department
Finance Department
Planning (CPMU) Department
Information & Public Relations Department (for uploading in the Govt website)
SF/OC

Forwarded by order


Section officer